

## Consumer Attitude Toward the Issue of Selling Beef Mixed with Boar Meat (*Sus sucrofa*) and the Intention to Purchase of Meat Consumers in Yogyakarta

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**Abstract.** This research was aimed to explain the relationship between cognitive, affective and conative combined into the attitude components with the intention to purchase against the issue of mixed beef and boar meatselling in Yogyakarta. The sample of location was at Beringharjo market in which the issues of selling beef and boar meat was established. The research used survey method with interview and questionnaire whose validity and reliability had been proven. The sample of respondents was 80 buyers selected by purposive sampling method. The data were statistically tabulated and analyzed using Chi-square and Phi analyses. The results showed that most of the attitude components i.e. cognitive, affective and conative were classified in favorable category implying that the respondents were responsive and active to look for the information regarding the issue. There was dependent relationship between attitude of the respondents toward the mixed beef and boar meat selling and the intention to purchase it with weak relationship (Phi coefficient of 0.354). It was concluded that consumers' attitude on the issue of circulation of beefmix with boar meat was to behave more consciously about the truth of the issue and to be worried about the mixed meat.

**Key Words:** consumer's attitude, purchasing intention, meat consumer

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### Introduction

The impact of religion on food consumption depends on the religion itself and on the extent to which individuals interpret and follow the teachings of their religion (Hanzaee and Ramezani, 2011). The religious commitments and beliefs influence the feelings and attitudes of people toward consumption (Jamal, 2003). The consumption of animal products, and more specifically meat and meat products, is most strictly regulated in cases where religious considerations prevail (Shatenstein and Ghadirian, 1997). Nowadays, the concept of halal is internationally understood especially by food manufacturers and therefore helps them in expanding their export trade into the international market (Talib and Ali, 2009). The halal concept and standard is also recognized as a broad based system or a comprehensive standard that concentrates on the aspect of quality, wholesomeness, safety and health (Jafri, 2006; Riaz, 2007).

Halal is no longer just purely a religious issue. It is in the realm of business and trade, and it is becoming a global symbol for quality assurance and lifestyle choice (Hanzaee and Ramezani, 2011). Muslims are obliged by religion to clearly scrutinize products to make sure they are halal. It is estimated that 70% of Muslims worldwide follow halal standards (Minkus-McKenna, 2007).

Indonesia Government effort in protecting the consumers can be seen from the related regulations and product certification which are in fact still contradictory with the real condition in the markets. This can be seen from the large number of emerging issues on the mix of boar meat (*Sus sucrofa*) with beef in traditional markets. The continuity of this happening is seen in Yogyakarta. In the Local Act, wild boar is not included in the animal permitted to be slaughter for consumption.

This issue caused the anxiety of Moslem consumers, because it might affect the personal attitude toward beef sale in Beringharjomarket.

Attitude formation of the consumers is based on the open information and cognition, namely consumers' knowledge and belief toward the product. In general, the more information about the product and service the consumers have, the greater possibility the individuals have to form their attitude (positive or negative) toward the product (Schiffman and Kanuk, 2007). For a thorough understanding of consumer behavior, researchers must recognize that consumers are influenced both by long-term rational concerns and by more short-term emotional concerns, which affect their decision to purchase (Hirschman, 1985; Hoch and Loewenstein, 1991).

This study aimed (1) to explain consumer attitude on the emerging issue of beef sale mixed with boar meat, (2) to explain the consumer intention to purchase against the emerging issue of beef sale mixed with boar meat, and (3) to analyze the relationship between consumer attitude and intention to purchase on the emerging issue.

## Materials and Method

This study was conducted at Beringharjo market. In the Local Regulation Yogyakarta Municipality Article 8, it is stated that Beringharjo market is included into second class traditional market which means a market having building components, goods and people flow system both inside and outside the building, and serves city level trade. Moreover, Beringharjo was chosen because the market is known as center of issue of mixing beef and boar meat.

In this study, the researcher needs to limit the population carefully. Population of this study referred to all visitors of Beringharjo market Yogyakarta. Based on the population, the researcher took the sample of consumers who bought meat in Beringharjo and lived in Yogyakarta as the respondents. The sample was selected based on their presence as the element of the issue of mixing beef and boar

meat in Beringharjo market Yogyakarta. This study took 80 respondents.

The researcher selected the available respondents, who were ready to participate and had suitable and convenient characteristics to the study. The study used purposive sampling method—by giving certain criteria—to select the respondents. The criteria of sample were 1) the consumer of Beringharjo market who knew the issue of selling beef mixed with boar meat and 2) the consumer of Beringharjo market who were above 18 years old or adults who were regarded as being able to take decision personally (KUH Perdata, article 897). Adult refers to people who can consciously differentiate the bad and the good to affect their decision in buying meat in Beringharjo market.

Data collection method used in this study was quantitative method. Primary data were gathered directly from the respondents by administering closed questionnaire and face to face interviews. The measurement scale used to measure attitude and intent to purchase is Likert scale. The measurement instrument is discussed based on the concept of theory of attitude ranging from 1 to 5, namely “strongly disagree, disagree, neutral, agree, strongly agree”. The characteristics of question in this instrument were differentiated into two, namely “favorable” statement and “unfavorable” statement. Favorable statements contain or state positive things about the measured object. On the other hand, unfavorable statements contain negative things about the object being measured, namely the sentences do not support or are contradictory to the object being investigated. The questionnaire asked attitude in general specified in three aspects of attitude, namely; cognitive, affective, and conative. The data were analyzed using Chi-square test to determine the relationship between attitude and intent to purchase viewed from cognitive, affective, and conative. If the result of the

analysis is significant, it is continued with Phi test, with cross tabulation 2x2. Correlation coefficient estimated from the table 2x2 is called coefficient Phi.

## Results and Discussion

In order to increase the readability of the average scores, classification of data must be given to the five groups in accordance with Likert scale (1 to 5) used in the questionnaire. These five scales explained the interval as follows: 1–1.8 stated very low, > 1.8–2.6, > 2.6–3.4 stated medium, > 3.4–4.2 stated high and >4.2–5.0 stated very high.

Table 1 shows that the average of respondents weighed answers was around 2.96 to 3.54. This score belonged to the medium or moderate category. The medium category showed attitude in cognitive was classified as high, but attitude in affective and conative was medium. This was the same as the intent to purchase which was classified as medium.

The average score not only represented the answers but also consumer response, therefore the moderate score above could be used to explain that consumer attitude and intent to purchase on the issue of selling beef mixed with boar meat were medium (Table 1).

The next part described the percentage response of cognitive, affective, conative attitude, and the response to the intent to purchase wholly. The response of cognitive, affective and conative attitude was divided into two categories namely favorable and unfavorable, which are supporting or tendentious and non-supporting or non-tendentious on the issue of selling beef mixed with boar meat respectively.

### Cognitive, affective and conative of the respondents

Individually, 83.75% of the 80 respondents were at the classification of favorable and the rest 16.25% respondents were unfavorable. It implied the score in high category in Table 2 indicated that the buyers paid attention to the

issue and performed cognitive response to get the clarification.

Affective attitude measures buyers' attitude emotionally toward the issue of mixing beef and boar meat. It was basically an evaluation to buy beef or not. Whether the respondents buy beef or not depends on how much they know about the issue to support their final decision. It is clearly described in Table 2 that the society represented by the respondents felt disappointed, displeased and dissatisfied on the issue implied that they considered not buying beef for a certain period. This can be proven that the percentage of favorable was 70% and the unfavorable was 30%. Affect and cognition are rather different types of psychological responses consumers can have in any shopping situation. Although the affective and cognitive systems are distinct, they are richly interconnected, and each system can influence and be influenced by the other. Affect refers to feeling responses, whereas cognition consists of mental (thinking) responses.

Conative can be explained as the stage of the last attitude which is related to the possibility of individuals to take particular action. Naturally, the action they take is related to the previous cognitive and affective attitude, or continues the collected attitude stages. The consumers in Beringharjo market felt worried. It indicated that they had the possibility of not buying beef after the emergence of the issue. The conative component explained that although the consumers belonged to favorable term, they still made no decision to buy the mixed beef and boar meat. The continuation of consumers' response was determined by the variable of intent to purchase. Table 2 also presents the general illustration to explain the values between favorable and unfavorable attitude of 57.5 and 42.5% successively. Therefore, respondents attitude was still tendentious on the truth of the issue on the circulation of beef mixed with boar meat and had the possibility not to buy beef.

Table 1. The central tendency values of research data

Variable	Item	Min	Max	Average		Category	Standart Deviation
				Estimated	Weighed		
Cognitive	10	21	49	35.41	3.54	High	6.540
Affective	10	21	45	31.55	3.15	Medium	5.160
Conative	10	19	47	30.39	3.03	Medium	4.926
Attitude	30	71	135	97.35	3.24	Medium	14.494
Intent to purchase	10	20	48	29.60	2.96	Medium	5.307

Table 2. Percentage of cognitive, affective and conative attitude of the respondents (n=80)

Interval	Classification	Frequency	% Frequency
Cognitive-attituderesponse			
10-30	Unfavorable	13	16.25
>30-50	Favorable	67	83.75
Total		80	100.00
Affective-attitude response			
10-30	Unfavorable	24	30.00
>30-50	Favorable	56	70.00
Total		80	100.00
Conativeattitude response			
10-30	Unfavorable	34	42.50
>30-50	Favorable	46	57.50
Total		80	100.00
Total Consumer attitude response			
10-30	Unfavorable	23.6	29.63
>30-50	Favorable	56.3	70.37
Total		80	100.00

The three aspects of attitude showed a unity indicating the buyers' attitude wholly favorable to the issue of beef mixed with boar meat. This could be seen from Table 5 that the percentage of favorable is 70.37%, far higher than the value of unfavorable of 29.63%, it meant that respondents believed, were influenced emotionally as well as having the possibility not to buy beef in Beringharjo market because of the issue. If their attitude resulted at the justification of the existing beef mixed with boar meat made the consumers worried then there was high possibility that the consumers would not take the act of buying for a certain period. For the opposite condition, however, the consumers continued the meat purchase.

#### Intent to purchase

Intent to purchase is consumer tendency to actually do the purchase. The higher

uncertainty and its consequence, the higher consumer perception on the risk is. As a result, the consumers will act carefully or avoid the risk of their purchase. Consumers will try to reduce the risk by consuming based on their past experiences. Conversely, if the risk the consumers perceive is little, they will have bravery to adopt new products (Campbell and Goodstein, 2001).

The statement of intent to purchase referred to respondents' decision to buy beef in the issue of beef mixed with boar meat. It showed that 62.5% of the respondents were at medium intent to purchase, 23.8% at low, 8.8% at high, and the rest 5.5% at very high. This distribution indicated that in average, the consumers had medium intent to purchase, more had low intent to purchase, and only a few of them had high or very high intent to

purchase. Table 3 showed that 62.5% respondents were medium in their intent to purchase. This fact came from the respondents who were accustomed to buying beef (from purposive sampling). Therefore, it was implied that there was a decrease of intent related to the issue of beef mixed with boar meat.

Attitude toward the act of buying focuses more on the intent to purchase, so that knowing one's feeling about purchasing or using a product is more important than knowing how consumers evaluate the product. Intent to purchase is the main factor of conative component, whereas other components, cognitive and affective, are only supporting factors (Schiffman and Kanuk, 2007).

#### **The relationship between attitude (cognitive, affective, conative) and consumer intent to purchase**

The value of attitude and intent to purchase in the previous elaboration was evaluated further to analyze whether there was interdependence (interrelationship) between the two. Chi-square test was started from evaluating the cognitive attitude to the intent to purchase, effective attitude to the intent to purchase and was ended by conative attitude to the intent to purchase.

#### **Cognitive and intent to purchase**

The result of Chi-square test (Table 4) showed the positive and significant relationship ( $P < 0.05$ ) between cognitive attitude and the intent to purchase. There were 60% respondents (48 people) showing favorable cognitive attitude toward medium intent to purchase. The value of coefficient Phi was 0.411, showing that there was strong relationship between the different levels of intent to purchase beef at Beringharjo market.

#### **Affective and intent to purchase**

The result of Chi-square analysis (Table 4) indicated a positive and significant relationship ( $P < 0.05$ ) between affective attitude and intent

to purchase. The percentage of 58.8% showed favorable affective attitude at medium intent to purchase. The value of coefficient Phi was 0.253, showing that there was a weak relationship among the different levels of intent to purchase beef in Beringharjo market.

#### **Conative and intent to purchase**

There was significant relationship ( $P < 0.05$ ) between conative attitude and intent to purchase (Table 4). The highest value of favorable conative attitude is at medium intent to purchase (58.8%). The value of coefficient Phi was 0.454, showing that there was a strong enough relationship among the different levels of intent to purchase beef at Beringharjo market.

#### **Attitude and intent to purchase**

There was significant relationship ( $P < 0.05$ ) between total attitude and intent to purchase. The highest value of favorable total attitude was at medium intent to purchase, namely 62.5%. The value of coefficient Phi was 0.354, showing that there was a weak relationship among the different levels of intent to purchase beef at Beringharjo market.

The result of all Chi-square tests gave significant result, shown by the probability value ( $P < 0.05$ ), meaning that there was a significant relationship between consumers' attitude and intent to purchase after the issue of beef mixed with boar meat. Phi value in Table 4 showed weak to strong enough relationship between each level of intent to purchase in the issue of mixing beef with boar meat. Both respondents who frequently and rarely bought it had favorable response. This was explained by the majority of attitude values (cognitive, affective, and conative), the highest favorable was at medium intent to purchase.

It is evident that affective, cognitive and conative processes do occur in consumer decision-making. Understanding how and why imbalance of each process works and contributes to impulsivity or self-control is

Table 3. Percentage of intent to purchase response

Interval	Classification	Number of respondents (people)	% Frequency
1.0-1.8	Very low	0	0
>1.8-2.6	Low	19	23.8
>2.6-3.4	Medium	50	62.5
>3.4-4.2	High	7	8.8
>4.2-5.0	Very high	4	5.0
Total		80	100.0

Table 4. Result of Chi-square and Phi tests on attitude toward intent to purchase

Attitude	$\chi^2$	Significantly (P<0.05)	Phi	Level of strength
Cognitive	13.518	Significant	0.411	Strong enough
Affective	5.130	Significant	0.253	Weak
Conative	1.490	Significant	0.454	Strong enough
Total	10.007	Significant	0.354	Weak

essential in understanding the complete process of impulse buying. Intent to purchase is the decision making process. The same is true with the amount and extent to which a decision process takes place. As Huffman et al. (2000) stated that consumers treat decision making as a means-end chain of problem solving where goals are sought to be achieved or satisfied. The greater the need or desire for accomplishment, the greater increase in motivation to succeed.

The extent of effort that a consumer uses for problem solving tasks depends on how well established his/her criteria for selection are, how much information he/she already has about the product, and how many choice alternatives are available (Schiffman and Kanuk, 2007). Theoretical economics has portrayed a world of perfect competition, where the consumer is often characterized as making rational decisions after intention to purchase. Realistically, however, consumers rarely have all of the information or sufficiently accurate information or even an adequate degree of involvement or motivation to make the so-called "perfect" decision.

Consumers are limited by their existing skills, habits, and reflexes, by their existing values and goals, and by their extent of

knowledge. Consumers generally are unwilling to engage in extensive decision-making activities and are willing to settle for just "good enough".

## Conclusions

Based on the result of study and data analysis about the consumers' cognitive, affective and conative attitude, their intent to purchase in the issue of circulation of beef mixed with boar meat and the relationship between the attitude and the intent to purchase, it could be concluded that cognitive, affective and conative attitude was seen favorable. This indicated the majority of consumers' attitude is to be cautious or avoid the risk of the ongoing issue in Beringharjo market. The total attitude, which included cognitive, affective and conative, clearly defined that consumers' attitude on the issue of circulation of beef mixed with boar meat was to behave more consciously about the truth of the issue and to be worried about the mixed meat. The majority of intent to purchase which was at the medium scale showed that when the consumers had positive object, it would not be certain that they also had high intent to purchase.

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